

## CLAIMS

[1] A content reproduction terminal for reproducing content, comprising:

a terminal body; and

5 a secure device to be placed in said terminal body,  
wherein said secure device includes

a membership information hold unit operable to hold membership information which is distributed to a membership user and indicates a group to which the user belongs, and

10 said terminal body includes:

an operation mode setting unit operable to set an operation mode on the basis of the membership information held by said membership information hold unit; and

15 a reproduction unit operable to reproduce the content differently depending on the setting result given by said operation mode setting unit.

[2] The content reproduction terminal according to Claim 1, wherein said reproduction unit has:

20 a first storage unit operable to store a first application program for reproducing the content in a members-only operation mode;

a second storage unit operable to store a second application program for reproducing the content in a non-member operation  
25 mode;

a selection unit operable to select one of the first application program and the second application program in accordance with the setting result; and

30 an execution unit operable to execute the application program selected by the selection unit to reproduce the content,

wherein the first application program is operable to cause said execution unit to execute a members-only decorative display.

[3] The content reproduction terminal according to Claim 2,  
wherein the first application program is further operable to  
cause said execution unit to execute a members-only graphical user  
interface display.

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[4] The content reproduction terminal according to Claim 1,  
wherein said reproduction unit has:  
a storage unit operable to store an application program for  
reproducing the content;

10 a selection unit operable to select one of first display data and  
second display data in accordance with the setting result; and

an execution unit operable to execute the application program  
to reproduce the content using the selected display data,

15 wherein the first display data is used for a members-only  
decorative display, and

the second display data is used for a non-member  
undecorative display.

[5] The content reproduction terminal according to Claim 4,  
20 wherein the first display data further includes a  
members-only graphical user interface data.

[6] The content reproduction terminal according to Claim 1,  
wherein said secure device further includes

25 a first storage unit operable to store a first application  
program for reproducing the content in a members-only operation  
mode, and

said reproduction unit has:

30 a second storage unit operable to store a second application  
program for reproducing the content in a non-member operation  
mode;

a selection unit operable to select one of the first application

program and the second application program in accordance with the setting result; and

an execution unit operable to execute the application program selected by the selection unit to reproduce the content,

5 wherein the first application program is operable to cause said execution unit to execute a members-only decorative display.

[7] The content reproduction terminal according to Claim 1, wherein said terminal body further includes

10 an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and said secure device further includes

an operation mode instruction unit operable to, when the inquiry is received, decide the operation mode on the basis of the membership information and to instruct said terminal body to  
15 operate in the decided operation mode,

wherein said operation mode setting unit is operable to set the operation mode on the basis of the instruction as to the operation mode decided by the operation mode instruction unit.

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[8] The content reproduction terminal according to Claim 7, wherein said membership information hold unit is operable to hold a plurality of sets of membership information, and

said operation mode instruction unit is operable to, when the  
25 inquiry is received, decide the operation mode including a set of membership information that is to be prioritized out of the plurality of sets of membership information.

[9] The content reproduction terminal according to Claim 8,

30 wherein the inquiry includes content information regarding the content to be reproduced, and

said operation mode instruction unit is operable to, when the

inquiry is received, decide the operation mode including the set of membership information to be prioritized out of the plurality of sets of membership information, on the basis of the content information included in the inquiry.

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[10] The content reproduction terminal according to Claim 1, wherein said terminal body further includes an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and

10 said secure device includes:

a membership point storage unit operable to store a membership point given to the user;

a rule storage unit operable to store a rule as to a membership status granted to the user according to a value of the membership point; and

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an operation mode instruction unit operable to, when the inquiry is received, decide the operation mode and the membership status on the basis of the membership information, the membership point, and the rule, and to instruct said terminal body as to the decided operation mode and the decided membership status,

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wherein said operation mode setting unit is operable to set the operation mode on the basis of the instruction as to the operation mode and the membership status decided by the operation mode instruction unit.

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[11] The content reproduction terminal according to Claim 1, wherein said secure device is an IC card, said terminal body further includes an IC card slot into which said IC card is to be inserted, and

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said operation mode setting unit is operable to set the operation mode on the basis of an insertion state of said IC card with respect to said IC card slot.

[12] A content reproduction method used by a content reproduction terminal comprising a terminal body and a secure device to be placed in the terminal body, said method comprising:

5        a membership information hold step of holding membership information which is distributed to a membership user and indicates a group to which the user belongs, in the secure device;

         an operation mode setting step of setting an operation mode on the basis of the membership information held in said membership  
10      information hold step, in the terminal body; and

         a reproduction step of reproducing the content differently depending on the setting result of said operation mode setting step, in the terminal body.

15      [13] A program causing a computer to execute said steps included in the content reproduction method described in Claim 12.